

ABSTRACT OF THE DISCLOSURE

An image display apparatus which can always display images in proper gradation in the process of receiving image data and successively displaying images. The image display apparatus includes: a data receiving unit for successively receiving a plurality of pixel data representing an image; an image data generating unit for generating image data representing a picture on the basis of the pixel data, which has been received and represents a part of the picture, at predetermined intervals; an average value calculating unit for obtaining a quantity relevant to gradation of the picture; a look-up table altering unit for altering gradation processing condition of the image data on the basis of the quantity relevant to gradation; an image processing unit for executing gradation processing of the image data, in accordance with the gradation processing condition; and a display unit for displaying the picture by using the image data.